

GRAFMATIC

GRAFMATIC HOLDERS

PRICE SCHEDULE

GRAPHIC for Graflok Backs

1266	2 1/4 x 3 1/4	\$16.95
1268	4 x 5	24.95

GRAFLEX for GRAFLEX Backs

1166	2 1/4 x 3 1/4	16.95
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Graphic Graflex Photography by Morgan & Lester. The complete photographic text book—only . . . 4.50

Prices subject to change without notice

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Rochester 8, N. Y.

Fuller & J'Albert, Inc.
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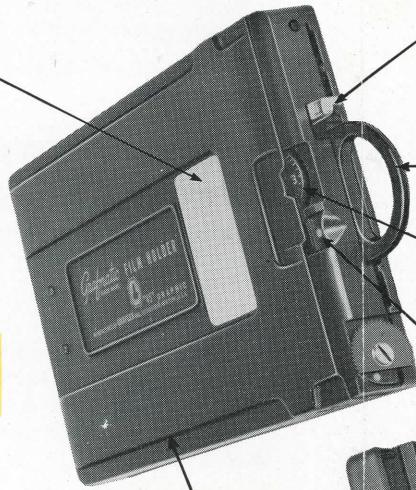


**A NEW
SIX SHOT
SHEET FILM HOLDER**

Mfd. by GRAFLEX, Inc., Rochester 8, N. Y., U. S. A.

THESE EXCLUSIVE FEATURES MAKE GRAFMATIC HOLDERS LIGHTNING FAST FOR RAPID ACTION

A white plastic memo tab on the 4x5 Grafmatic film holder can be used as a note or caption pad. Temporary data written in pencil is easily erased from this surface.



Chrome drawer latch prevents accidental withdrawal of film. Positioned for rapid action when making fast sequence shots.

Dark slide handle of new design. Its handy loop is easy to hold and insures positive action, yet does not interfere with the action of your camera.

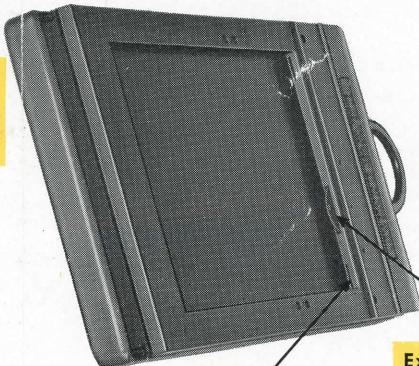
Automatic exposure counter dial tells at a glance number of exposures made.

"Ready signal"—a bright red dot automatically appears when the film is uncovered and ready for exposure.

Special flange construction prevents film slippage, yet is easiest to load.



Tapered "skids" for smooth action when sliding the Grafmatic holder into the camera.



FRONT VIEW OF 4x5 GRAFMATIC FILM HOLDER

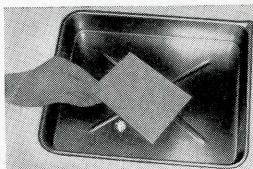
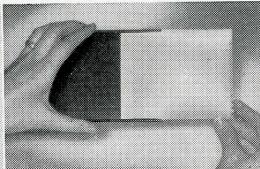
Large identification notch makes film septum easy to identify and load in complete darkness.

Graflex pioneered guide rails hold film flat, yet are easy to load.

Recesses for locating permanent identifying tabs to the left and right of numbering wheel.

Exclusive negative numbering dial automatically numbers negatives consecutively one to six as they are exposed.

TWO SIZES: 2 1/4x3 1/4 for Graflex and Graflex backs and 4x5 for Graflok backs.

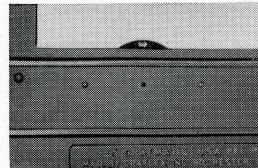
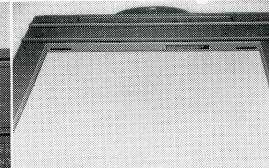
**A****B**

A Sheet film has several advantages over roll film and film packs. It is available in a greater variety of emulsions. This makes many jobs easier and the results better. Because it is more economical than film pack, you can enjoy making more pictures for less money.

B Whether developing the film or printing it, sheet film is much easier to handle because its heavier base holds it flatter. This is one of the reasons sheet film is the favorite of press and professional photographers.

C The new Grafmatic film holder now provides a compact, rapid action holder for sheet film. Available in two sizes— $2\frac{1}{4} \times 3\frac{1}{4}$ for Graflok and Grafex backs, and 4x5 for Graflok backs.

D The Grafmatic film holder is but a fraction of an inch thicker than a film pack adapter, yet it holds six sheets of film. Compare its size with the equivalent bulk of three ordinary sheet film holders holding the same amount of film.

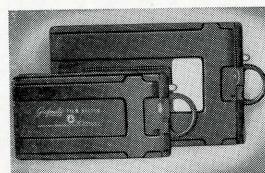
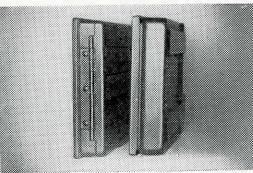
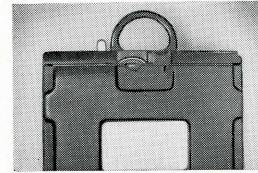
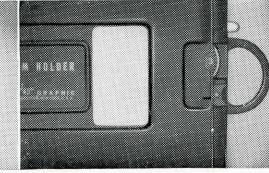
**E****F**

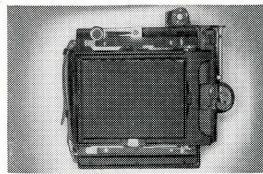
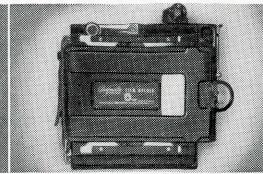
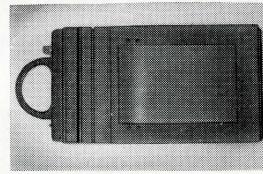
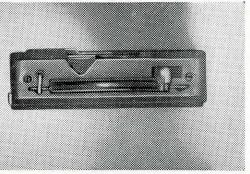
E In addition to being compact, the Grafmatic film holder offers features never before available in sheet film holders. The 4x5 size has an automatic negative numbering wheel which numbers the negatives consecutively as they are exposed.

F To the left and right of the numbering wheel are recesses for locating permanent negative identifying tabs. Your initials or name on the tab permanently identifies your negative.

G Another exclusive! Red dot ready signal—the real answer to the dark slide problem. The ready signal is a bright red dot located just below the exposure counter dial. When the film is covered by the dark slide, the dot is not visible. (See Illustration G). When the film is uncovered and ready for exposure, the dot is visible. (See Illustration H).

H The two film indicators—the exposure dial and “red dot” ready signal are clearly visible when the holder is in the camera. Automatic lock after six exposures prevents double exposures.

**C****D****G****H**

**I****J****M****N**

I Although Grafmatic film holders may be fitted to Graphic backs, it is recommended that they be used only in Graflok backs. (2 1/4 x 3 1/4 Grafmatics are available for Graflex backs). The slide lock feature of the Graflok backs eliminates the possibility of the holder being withdrawn accidentally during operation.

J In Figure I, the Grafmatic holder is fitted to the Graflok back with the focusing panel in place. Figure J illustrates how the focusing panel may be removed entirely, if desired, since the slide locks can be used to secure the Grafmatic holder to the camera.

K The 4x5 Grafmatic film holder has a white plastic memo tab on the back of the holder. This can be used as a note or caption pad—temporary data in pencil is easily erased from the surface.

L Figure L illustrates the memo pad in use. By removing the Graflok back focusing panel, the memo tab is exposed and ready for use while shooting. Handy for recording names, exposure data, or if desired, advanced exposure information can be noted on the pad for reference during shooting.

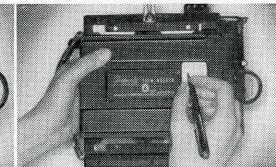
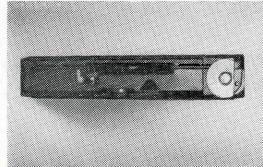
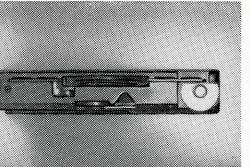
M The front of the Grafmatic holder shows the one piece construction which means no light leak between parts and perfect register within the camera. Full depth light traps for the Graphic and Graflex style backs insure you safe operation and fog free negatives.

N Both Grafmatic holder sizes—2 1/4 x 3 1/4 and 4x5—have positive action slide locks to prevent the accidental withdrawal of the dark slide. On both models this lock is conveniently located just below the operating handle. The 2 1/4 x 3 1/4 model lock is pictured in Illustration N.

O The 4x5 Grafmatic film holder features a new dial slide lock. This lock has three positions. Turned so the red dot shows (Illustration O) indicates the holder is loaded and *not exposed*.

P An intermediate position can be used to indicate that the holder is loaded and the film *has been exposed*. The third unlocked position (Illustration P) permits the holder to be operated.

Size limitations do not permit the negative numbering device and dial slide lock features in the smaller 2 1/4 x 3 1/4 Grafmatic holder.

**K****L****O****P**